

PCTI STUDENT OF THE MONTH

February 2018

A True Entrepreneur ISABEL YAYLA

Isabel Yayla is a Hawthorne native who absolutely thrives in the creative field. “My father is a jewelry designer. I always knew I wanted to follow a similar path.” As a member of the School of Communication Arts, this Graphic Designer seeks opportunities for success through entrepreneurship ventures.

Isabel holds a position as a Graphic Artist through PCTI’s Co-Op program. She is Adobe Photoshop certified and is a member of the Yearbook Club, ERASE, and the Girls Track team. Isabel was also selected for the Circle of Success as a sophomore, a PCTI honor based in academic accomplishment and program integrity.

She has spent a lot of time building her work experience through partnerships with Diamond for Love Jewelry and Trendy Anything Accessories. Both companies allowed her to develop her design talents and advanced her communication skills. In addition, Isabel also holds a job with Goldfish Swim School where she works with young children and teaches them to swim.

On the academic front, Isabel has taken honors courses and has achieved Principal’s Honor Roll throughout most of her high school career. She currently ranks in the top ten percent of her class with a GPA of 3.98! Additionally, Isabel



regularly volunteers at the Assyrian Orthodox Church of the Virgin Mary where she instructs students as a Sunday School teacher.

Aside from pursuing academic excellence and volunteerism, Isabel is hard at work growing her own business. “ICY,” a coy play off her initials, combines her passion for fashion and makeup. On doing

what she loves, Isabel says, “I’m obsessed with life coaches like Tony Robbins. I believe that it doesn’t matter what you do. As long as you really enjoy it, success will follow.”

Isabel plans on using her skills as a Graphic Designer to elevate her business. She’s currently working on a website and YouTube page to further promote her company.

When it comes to her future, Isabel plans to attend either Cooper Union or the School of Visual Arts. She will pursue double majors in Advertising & Design and Motion Graphics, with a concentration in Virtual Reality.

On her time at PCTI, Isabel says, “I’m grateful for all the opportunities PCTI has given me. I’ve learned a lot in the past four years, which allowed me to jump-start my career as a business owner.”

Congratulations, Isabel! Your drive to pursue excellence in the working world is unmatched. Best of luck to this young entrepreneur!

HIGHLIGHTS

- Ranks in the top 10% of her class
- Adobe Photoshop certified
- Graphic Artist through PCTI’s Co-Op program
- Member of Yearbook Club, ERASE, & Girls Track team
- Selected for Circle of Success
- Works with Diamond for Love Jewelry, Trendy Anything Accessories, and the Goldfish Swim School
- Goal: Graduate from a university with dual degrees in Advertising & Design and Motion Graphics with a concentration in Virtual Reality, grow her personal business, “ICY”